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09/761,121	01/16/2001	Robyn R. Levine	END920000173US1	2906

7590 10/25/2010
John R. Pivnichny
IBM Corporation, N50/040-4
1701 North Street
Endicott, NY 13760

EXAMINER

RETTA, YEHDEGA

ART UNIT	PAPER NUMBER
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3622

MAIL DATE	DELIVERY MODE
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10/25/2010

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

DETAILED ACTION

This office action is in response amendment filed September 9, 2010. Applicant amended claim 24. Claims 24-30 are currently pending.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 24-30 are rejected under 35 U.S.C. 103(a) as being unpatentable over Roberts et al. U.S. Patent No. 6,101,486 in view of Lee et al. U.S. Patent No. 6,829,475.

Regarding claims 24 and 27, Roberts teaches an access device having connectivity to a supplier advertising computer and said access device (see col. 5 lines 25-40), said advertising computer executing instructions on a processor to provide a web site accessible by said user via said access device, that when executed: determines constraints for said access device (see col. 5 lines 25-40); retrieves a profiled past of said user; retrieves current actions of said user; creates a vision of core competencies of said supplier based on said access device, and said profiled past, and said lifestyle view data, and said current actions; develops an opportunity consistent with said vision by merging said vision of core competencies with said supplier's channel awareness (see col. 6 line 60 to col. 7 line 16); and delivers said opportunity to said user via said connectivity to said access device (see fig. 3&4, col. 4 lines 24 to col. 5 lines 40, col. 6 lines 12 to col. 7 line 46). Robert teaches delivering an opportunity to user by creating a vision of a supplier's core competencies based on constraints of said point of contact and profiled past and

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current action (personalized or customized information message) (see col. 6 line to col. 7 lines 10), consistent with the vision by merging together and optimizing said vision with the suppliers channel awareness (providing voice communication with the customer (see col. 5 line 25 to col. 6 line 11). Robert failed to teach that the access device having a location indication capability and wherein said location indication capability is a real time GPS receiver. Lee teaches GPS receiver 110 that continuously reports the vehicle's longitude, latitude and altitude, location indication and providing advertisements (col. 11 line 60 to col. 12 line 3). Lee teaches providing mapping services to the vehicle showing travel routes or locations of interest and coupled with the advertising database drivers can see map locations related to recent advertisements and get navigation guidance to these locations. For example, the driver could get directions to the nearest chain restaurant whose commercial just played offering a lunch special. It would have been obvious to one of ordinary skill in the art at the time of the invention to provide a location enhanced advertisement or opportunity, as in Lee, in Robert's customized marketing message in order to provide the advantage taught by Lee. Robert's also failed to teach purchasing lifestyle view data from a firm. Official notice is taken that is old and well known to acquire user's profile (lifestyle view) from a third party, such as ISP. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to acquire (purchase) the information from a firm (thirdparty) since it can be time consuming for each business to collect, store and process the information and the business might not be expert in modeling the input data and might fail to apply sufficient resources to properly use the information. (for the official notice support see Nascenzi et al. US 6,879,960, col. 1 lines 20-57, col. 6 line 8 to col. 7 line 11).

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Regarding claim 25, Roberts teaches the system of claim 24, wherein said access device is a cell phone, kiosk, personal digital assistant such as a palm top device, a laptop computer, a desktop computer, or a computer terminal (see col. 5 lines 25-40).

Regarding claim 26 Roberts teaches wherein said connectivity is a modem, digital modem, high speed lines, or wireless connection (see fig. 1 and col. 5 lines 25-40).

Regarding claim 28 Roberts teaches the profile past including demographic data (see col. 4 lines 33-67).

Regarding claims 29 and 30, Roberts teaches that said current actions includes transaction, wherein the transaction includes purchases or payment or returns (see col. 4 lines 33-44, col. 5 lines 1-24 and col. 6 line 36 to col. 7 line 9).

Response to Arguments

Applicant's arguments filed September 9, 2010 have been fully considered but they are not persuasive.

The rejection of 112 is withdrawn.

Regarding the rejection under 103 (a), applicant states that the Examiner takes official notice that it is old and well known to acquire user's profile (lifestyle view) from a third party, and cites Nascenzi (U.S. 6,879,960) col. 1, lines 20-57, col. 6, line 8 to col. 7, line 11 for support of the official notice. Applicant argues that Nascenzi describes her claim 24 requirement of retrieving purchased lifestyle view data specifically for said user. Applicant further argues that the data described by Nascenzi is not specific for a particular user. Nascenzi describes geographic buying preferences. Nascenzi also describes neighborhood type and block group (the smallest geographic area averaging about 300 households) data from a U.S. Census database. But

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there is no description in Nascenzi of Applicant's recited lifestyle view data and no description in Nascenzi of Applicant's lifestyle view data specifically for said user.

According to applicant's specification the profiled past of step 14 may also comprise retrieving purchased data whether or not a part of the demographic profile or any other profile. Applicant further discloses that **various firms provide data for purchase** which is grouped or keyed to presenting a lifestyle or lifestage view of users by block or group or some baseline parameter ... the purchased data presents a view of the user based on aggregation of data points such as, but not limited to geographic block, age of head of household, income level ... Whether Nascenzi patent was filed a mere six weeks before applicant's application, Applicant's own admission indicates that the feature was well known. In addition to applicant's admission Nascenzi also teaches the well know feature. Nascenzi teaches that the geodemographic databases are well known in the art and those from PRIZM which is a reliable and accurate lifestyle segmentation system ... based on demographic and lifestyle factors that best define a neighborhood type and predict **customer behavior** including a social rank, ...

Same as Applicant's specification Nascenzi teaches that PRIZM's assignments are built from the block group, the smallest piece of standard census geographic for which information available... (see col. 6 line 8 to col. 7 line 12).

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO

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MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yehdega Retta whose telephone number is (571) 272-6723. The examiner can normally be reached on 8-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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/Yehdega Retta/

Primary Examiner, Art Unit 3622